

X COPY

fashion calendar 1974

APRIL 1

34th year

a weekly publication

JANUARY

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(212) 289-0420

185 east 85th street

new york, n.y. 10028

ruth finley, publisher

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher

WEEK BEGINNING MONDAY, APRIL 1, 1974

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday March 31- April 2	FALL-WINTER NATIONAL HOME SEWING SHOW Profitability Seminar, Sat., March 30. Fashion show in Grand Ballroom, Mon. April 1, 8:00 A.M. by Butterick, McCall, Simplicity, Vogue Patterns. Publ: Carol Stone at Christopher Cross Associates, 40 East 38th St., 689-1300.	AMERICAN HOME SEWING COUNCIL, INC.	WALDORF-ASTORIA 8TH & 9TH FLOORS
March 31- April 3	NAMSB -- National Association of Men's Sportswear Buyers at N.Y. Statler Hilton. Contact: 689-7420.		
Sunday March 31- April 3	FALL COLLECTION FOR MEN AND WOMEN Thereafter by appointment in showroom 51 West 21st Street. Contact: 741-8050.	FLO TORONTO BY PINKY AND DIANE	STATLER HILTON HOTEL TOWN ROOM
Sunday March 31- April 3	FRENCH MENSWEAR: FALL-WINTER '74 Featuring 15 French menswear manufacturers: Barney Simpson Co. Ltd. for Michel Faret, Helfer, Lancat, Moreau and Utexco; Cyclone; Franck Olivier; Lucchini, New Man-Jacques Jaunet; Ralph Harman Corp. for Gia-Sport, La Lionne, Manupro and Valisere; Ted Lapidus Diffusion; Weil-Besancon. Contact: French Apparel Center, 11 West 42nd St., 354-8620.	N.A.M.S.B.	STATLER HILTON HOTEL ROTUNDA-MEZZANINE
Beginning Monday April 1	PROJECTIONS FALL/WINTER '74 Audio/Visual multiple-screen presentation of Fall trends -- ready-to-wear, accessories and beauty. Showings at 8:30, 10:00, 4:00. By appointment. Contact: Barbara Doljack, 759-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE 8TH FLOOR
Monday April 1 6:00 P.M.	TRAVELOG FASHIONS FOR 1974 "Fashions on the Go" from the April issue of Mademoiselle. Open to public. Contact: 675-1000, ext. 163.	FRANKLIN SIMON & MADEMOISELLE MAGAZINE	4TH FLOOR 33 WEST 34TH STREET
Tuesday April 2 12:30 P.M. Luncheon	GEOFFREY BEENE FASHIONS AT BENEFIT SHOW Annual fashion show by American Society for Prevention of Cruelty to Animals, presenting Geoffrey Beene's Summer fashions, available at Lord & Taylor. Luncheon: \$11.25. Contact: PL 9-7010; or PL 5-1650.	ASPCA	HOTEL PLAZA TERRACE ROOM
Beginning Tuesday April 2	FALL '74 SPORTSWEAR COLLECTIONS Contact: Sara Wish Rubin, 354-8636.	PHILIPPE VENET FOR LADY PARKLEY, INC.	1411 BROADWAY SHOWROOM - SUITE 1785
Wednesday April 3 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Lounge On the Town Wear". Reservations (\$7.50): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.	OLGA	BARBETTA RESTAURANT 321 WEST 46TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 3 12:00 Noon Luncheon	"BED AND BORED" LUNCHEON SEMINAR Speakers: Gloria Vanderbilt; David Tracy, pres., Fieldcrest Mills; Gerda Clark, Home Fashions Coordinator, Abraham & Straus. Featuring vignettes by Burlington, Fieldcrest, Springs Mills, J.P.Stevens, Wamsutta and West Point Pepperell. Luncheon-12:00 Noon; Program-1:00 P.M. Tickets: \$14.00 each, members; \$16.00, guests. Contact: 697-3744.	NATIONAL HOME FASHIONS LEAGUE (41 EAST 42ND ST.)	HOTEL PLAZA GRAND BALLROOM
Wednesday April 3 6:00 P.M.- 8:30 P.M.	NEW STORE OPENING-- MEN'S FASHION SHOW Cocktail party and showing of international fashions for men. <u>Show at 7:00.</u> By invitation. Contact: Eleanora Sigona, 755-6457.	F-ONE AMERICA	444 MADISON AVENUE (AT 49TH STREET)
Beginning Wednesday April 3	EARLY FALL COLLECTION Designed by Noriko and by Gunter. Contact: Bill Levin, 524-4562.	SAMUEL ROBERT	1407 BROADWAY SHOWROOM - SUITE 4001
April 3- April 6	FIRST INTERNATIONAL LONDON FASHION FAIR, EARLS COURT, LONDON. Contact: Clothing Export Council (Meriel Lampert) 26-28 Sackville St., London W1X DA		
April 3	FUR FAIR IN FRANKFURT, GERMANY (April 3-7). Contact: 582-7788.		
Thursday April 4 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Brook Aquilino, 947-9150.	BEGED OR	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday April 5 12:00 Noon Luncheon	"NEW PATTERNS IN LIVING '74" "The Energy Crisis and Shortages" - "How Will They Affect your Business?" An audio-visual presentation, produced by The New Patterns in Living Committee. Chairman and commentator: Regina Ovesey, advertising consultant. Co-chmn: Barbara Brown of Brown & Morrow Ltd. Price: \$15.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Saturday April 6- April 14	FIRST AMERICAN SHOW: 1974 IMPORTED CARS Eight nations -- England, France, Germany, Italy, Japan, Poland, Rumania and Sweden -- will be presented. Also, automotive accessories. Tickets: \$2.50; children, \$1.50. Contact: Warren Leslie, 331 Madison Ave., MU 2-4802.	INTERNATIONAL IMPORTED AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 7	PASSOVER - First Day (Sunday)		
Wednesday April 10 9:00 A.M. Breakfast	PREMIERE: DESIGNS BY MAXIME DE LA FALAISE Featuring hostess and at-home dresses, with coordinated aprons. By invitation. (Beginning Mon., April 1 at showroom, 1411 Broadway, 25th floor, LO 4-8890). Publicity: Viola Rossi, PL 9-3305.	SWIRL, INC.	POT AU FEU RESTAURANT 123 WEST 49TH STREET
Wednesday April 10 12:30 P.M. Luncheon	"SECOND WARDROBE FOR EASTER" "Featuring Pucci, Vera and Margit Brandt Designs. Reservations (\$7.50): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.	FORMFIT ROGERS	BARBETTA RESTAURANT 321 WEST 46TH STREET
Thursday April 11 4:00 P.M.	"RAIN & SHINE" FALL COLLECTION All-weather coats, toppers, sports separates and dresses, designed by Bob Mackintosh for Paul Rogers International. Contact: Rea Lubar, 279-0790.	PAUL ROGERS INTL (1451 BROADWAY)	ST. REGIS HOTEL VERSAILLES ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 14 12:00 Noon Luncheon	SPRING-SUMMER FASHIONS AT EASTER LUNCHEON Showing of fashions by Kasper for Joan Leslie, Leo Narducci for Ambiance, Gene Berk for Paganne, Gino Paoli, Gabor-Estevez, Jacques Bellini (His and Hers). Price of luncheon:\$15.75; contact: Miss Adams, PL 9-7010. Show coordinator and commentator: Mary Alice Rice, PL 2-5726.	SEVERAL DESIGNERS	HOTEL PLAZA TERRACE ROOM
Sunday April 14 12:00 Noon- 9:00 P.M.	EASTER SUNDAY FASHION SHOW Animal print collection by Design Thai, Don Sayres for D'Amselle, Nat Kaplan, Hanae Mori, Susan Sheinman for Papillon; Knits by Mady Gerrard; Jewelry-Richard Rothenberg; Hats-Cesar Rubio. Fashion director and commentator: Mia Grau. Show at 1:30 P.M. Dancing 3:00-7:00 P.M. Price: \$13.50 (children half price). Contact: Rudi 355-3000, ext. 162.	VARIOUS DESIGNERS	WALDORF-ASTORIA PEACOCK ALLEY
Beginning Monday April 15	FALL COLLECTION: "VISIONS '75" Continuous by appointment. Contact: 541-9327.	MASKIT OF ISRAEL	48 WEST 55TH STREET SHOWROOM - 1A
Beginning Monday April 15	SHOWINGS BY PARIS CREATEURS & INDUSTRIELLES Fall ready-to-wear by Christianne Bailly, Michele Bruyere, Roland Chakkal, Jean Jacques Martelli, Issey Miyake. Contact: Philip Farran, 832-7100.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 5TH FLOOR
Tuesday April 16 11:30 A.M.	SPRING/SUMMER FASHIONS AT BENEFIT SHOW Showing of fashions at benefit for New York Hospital Auxiliary. Tickets: \$10.00. By invitation. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Tuesday April 16 4:00 P.M.	OPENING: COMPLETE FALL COLLECTION By invitation. Thereafter by appointment in showroom, 525 Seventh Ave., 7th floor. Contact: Carole Nussenbaum, 354-0026.	D D DOMINICK SPORTSWEAR COMPONENTS	RAINBOW ROOM-65TH FLOOR 30 ROCKEFELLER PLAZA
Tuesday April 16 6:30 P.M. Cocktails	BENEFIT SHOWING: MISSONI FREESTYLE To meet Ottavio and Rosita Missoni and to view their new collection for bed and bath, as executed by Fieldcrest. For benefit of the Reece School. Tickets: \$15.00 each, \$25.00 per couple. Contact: Benefit-Mrs. Bernard Phillips, 737-2855; or Mrs. Thomas E. Murray II, 289-6668; Bloomingdales -- Peggy Healy, PL 2-1988.	BLOOMINGDALE'S	7TH FLOOR
Wednesday April 17 10:00 A.M.	PRESS SHOWINGS OF FALL COLLECTION Also 12:00 Noon and 3:00 P.M. By invitation. (Beginning Monday April 1 by appointment). Contact: Susan Bonomo, 221-1033.	DANIEL HECHTER	530 SEVENTH AVENUE NEW SHOWROOM - 9TH FL.
Wednesday April 17 4:00 P.M.	SHOWING OF FALL COLLECTION By invitation. Contact: 279-8120.	GAYLE KIRKPATRICK FOR TUDOR SQUARE SPORTSWEAR	PLACE TO BE ANNOUNCED
Thursday April 18 4:00 P.M.	PRESS PREVIEW: EAST AFRICAN PROMOTION By invitation. Publicity: Suzanne Butterfield, PL 3-7300, ext. 397.	BERGDORF GOODMAN	4TH FLOOR

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Thursday April 18 7:00 P.M. Show 8:15 P.M. Cocktails 9:00 P.M. Dinner	ANNUAL CRITICS' AWARDS SHOW AND DANCE Awards will be presented to students by designer-critics: Donald Brooks; Joseph, Eleanor Fishman; Meredith Gladstone; Stan Herman; Chuck Howard; Kasper; Shannon Rodgers; Dominic Rompollo; Chester Weinberg. Also a retrospective look at Donald Brooks' costumes for theatre. Parsons Award to Randolph U. Stambaugh, Pres., B. Altman & Co. Fashion show--7:00 P.M. Dinner-Dance--9:00. (Black Tie) Reservations:\$150.00. Contact: Edwin Cohen, 675-2700.	PARSONS SCHOOL OF DESIGN (66 FIFTH AVE)	HOTEL PLAZA GRAND BALLROOM
Friday April 19 9:30 A.M. Breakfast	PRESS SHOW: ITALIAN KNITWEAR & READY-TO-WEAR Fall-Winter collections by 25 Italian high fashion designers in cooperation with Italian Ministry for Foreign Trade. By invitation. Buyers show, Mon., April 22 at 12:00 Noon, by invitation. Thereafter, April 22-26, Hotel Plaza, 11th floor. Publ: Hamra Assoc., 753-9833. Trade Contact: 432-9188.	ITALIAN TRADE COMMISSIONER	HOTEL PLAZA GRAND BALLROOM
April 22	CALIFORNIA FASHION GUILD OPENINGS IN LOS ANGELES		
Monday April 22 9:30 A.M.	FALL SHOWINGS IN CALIFORNIA By reservation. Contact: (213) 627-0806. (L.A.)	HELGA	722 SO. LOS ANGELES ST. SHOWROOM
Monday April 22 8:00 P.M.	FASHIONS FROM LONDON AT BENEFIT SHOW IN N.Y. Complete collection by Zandra Rhodes, for benefit of Circle in the Square Production Fund. By invitation. Tickets: \$35.00 each. Contact: E.J. Oschins, 581-3270. Publicity: Joanne Creveling, 586-2377.	ZANDRA RHODES (64 PORCHESTER, LONDON)	CIRCLE IN THE SQUARE 50TH ST. & BROADWAY
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Lloyd Weill, 239-9477.	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO 4-9194.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous showings. Contact: CH 4-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday April 23 10:00 A.M.	SHOWING OF FALL COLLECTIONS Benson & Partners designed by Alice Blaine; Outlander Group Ltd. by Renee Tener. By invitation. Thereafter at showroom, 1407 Broadway, Suite 2107. Contact: 354-0026.	BENSON & PARTNERS; & OUTLANDER GROUP LTD.	EL MOROCCO 307 EAST 54TH STREET
Tuesday April 23 10:00 A.M.	FALL SHOWING IN LOS ANGELES By reservation. Contact: (213) 627-5201.	MR. BLACKWELL	719 SO. LOS ANGELES ST. SHOWROOM
Tuesday April 23 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: LO 3-6126.	CLARET BY BETSE CANN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday April 23 3:30 P.M.	OPENING: FALL RAINWEAR COLLECTION By reservation. Thereafter by appointment. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 5:00 P.M.	PREMIERE SHOWING OF NEW KNIT COLLECTION Hanae Mori's first showing in New York of her knit sportswear for Fall. By invitation. Contact: 472-2352.	HANAE MORI	27 EAST 79TH STREET NEW SHOWROOM
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 594-4470.	CASI	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Richard Blauner, 239-9494.	KAPPI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 23	OPENING OF FALL COLLECTIONS Designed by Sandor Borocz. Continuous showings by appointment. Contact: Bette West, 279-0952.	PARNES-FEINSTEIN; PF KNITS & BOUTIQUE	530 SEVENTH AVENUE SHOWROOM 10TH FLOOR
Beginning Tuesday April 23	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 736-5890.	JOSEPH STEIN, INC.	205 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Wednesday April 24 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: 354-1855.	GENRE BY GIL AIMBEZ (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday April 24 11:30 A.M.	CUSTOMER SHOW: FASHIONS BY JERRY SILVERMAN Designed by Shannon Rodgers. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Wednesday April 24 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Thereafter by appointment. Contact: CH 4-0600.	MAISONETTE BY HOWARD LAWRENCE	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday April 24 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO 3-6126	GAVI BY HELMAR COOPER	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday April 24 3:30 P.M. Champagne	LOUNGEWEAR BY STAN HERMAN Fall and Winter sleepwear collection by Stan Herman; also loungewear and bodyshirts. By invitation. Contact: Roy Kleegeer, 768-0125.	YOUTHCRAFT	90 PARK AVENUE LOBBY-MAIN FLOOR
Wednesday April 24 5:00 P.M.	PRESS SHOWING: FALL COLLECTION Informal (5:00-8:00 P.M.). Contact: Joanne Creveling, 586-2377.	JOHN ASHPOL FOR KNITTING, INC.	PLACE TO BE ANNOUNCED
Wednesday April 24 6:30 P.M.	"ARTSCOPE" - BENEFIT SPRING DESIGNER ROOMS Vernissage of Spring designer rooms, created by Richard Knapple, including a celebrity fashion presentation and a drawing of Artscope prizes. Chairman: Polly Bergen. Tickets: \$25.00 each, for benefit of UNICEF. Contact: Peggy Healy or Arlene Friedlander, PL 2-1988.	BLOOMINGDALE'S	5TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 244-4700.	GINORI & GINORI PLAYERS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Lois Lindheim, 279-3410.	GIORGINI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Miss Fritzi, 239-9400.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: BR 9-5991.	MIGNON BY DOROTHY FARBO	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Ellen Klein, 758-2341.	SIBLEY-COFFEE LTD.	37 WEST 57TH STREET SHOWROOM - ROOM 910
Thursday April 25 11:00 A.M.	OPENING OF FALL RAINWEAR COLLECTION By invitation. Contact: Nancy Dautner, 354-6340.	HALSTON III	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday April 25 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: WI 7-5324.	THE ARKINS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday April 25 12:00 Noon	BENEFIT FASHION SHOW BY ISRAELI DESIGNERS All-Israeli fashion show for benefit of Bonds for Israel -- modeled by celebrities. Fashion show producer and director: Vera Bacal. Admission: \$10.50 plus minimum purchase of \$1000.00 Israel Bond. Contact: 677-2775.	STATE OF ISRAEL BONDS (215 PARK AVE. SOUTH)	NEW YORK HILTON HOTEL BALLROOM
Thursday April 25 12:30 P.M. Luncheon	KNITWEAR FASHIONS AT LUNCHEON SHOW Celebrating 56th anniversary of the National Knitted Outerwear Association featuring American original design knitted apparel for men, women and children. Produced by Mia Grau. Tickets: \$15.00 each. Contact: MU 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	HOTEL AMERICANA BALLROOM
Postponed April 25	OPENING OF FALL COLLECTION BY LEAMOND DEAN FOR TOWNCLIFFE, ORIGINALLY SCHEDULED FOR 2:00 P.M., HAS BEEN POSTPONED (NEW DATE WILL BE ANNOUNCED).		
Thursday April 25 3:00 P.M.	OPENING OF FALL RAINWEAR COLLECTION By invitation. Continuous thereafter. Contact: Jen McGovern, 221-6330.	T. T. MALLO DESIGNED BY MAX ADLER	205 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Thursday April 25 4:00 P.M.	FALL FASHIONS FOR WOMEN AND MEN By invitation. Thereafter women's fashions at showroom, 530 Seventh Ave., 14th floor, 354-8336. (Egon von Furstenberg, 350 Fifth Ave., 279-4025).	DIANE VON FURSTENBERG; EGON VON FURSTENBERG	HOTEL PIERRE COTILLION ROOM
Beginning Thursday April 25	COMPLETE FALL COLLECTIONS Continuous showings by appointment. Contact: Paul Scott (213) 623-8112 (LA)	ERNST STRAUSS; SCHNELL SPORTS	HOTEL GOTHAM SUITES 1001-1002
Monday April 29 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: LA 4-3520.	SHERENA FOR TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 29 11:30 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:30. By reservation. Contact: 736-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday April 29 1:00 P.M.	OPENING OF FALL COLLECTION Also Mon., May 6 at 1:00. By reservation. Contact: LA 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday April 29 2:30 P.M.	OPENING OF FALL COLLECTION Also Mon., May 6 at 2:30. By reservation. Contact: CH 4-1872.	LEW PRINCE OF ALDRICH, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday April 29 3:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	RALPH LAUREN	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday April 29 5:00 P.M. Cocktails	OPENING: NEW COUTURE FALL COLLECTION By invitation. Thereafter in showroom, 498 Seventh Ave., 9th floor. Contact: 564-0910.	GEORGE HALLEY	HOTEL PIERRE COTILLION ROOM
Monday April 29 5:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 13 at 5:30. Contact: 213-627-0806 (L.A.); 335-6033 (N.Y.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM SUITE 1609
Monday April 29- May 8	FALL-WINTER COLLECTION 1974 By appointment. Contact: Mr. Julie Pollack, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday April 29	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday April 30 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 10:00 A.M. By reservation. Contact: LA 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 30 11:00 A.M.	SHOWING OF FALL COLLECTION By reservation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday April 30 12:00 Noon	SHOWING OF FALL COLLECTION Designed by Sara Ripault. By invitation. Contact: 564-9115.	ANNE FOGARTY FOR LEONARD SUNSHINE	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday April 30 1:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: CH 4-0600.	PAT SANDLER & PAT'S PLACE	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday April 30 2:00 P.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Bill Beck, 279-7257.	MADY GERRARD KNITWEAR; MADY'S BOUTIQUE	1407 BROADWAY SHOWROOM - SUITE 3201
Tuesday April 30 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Miss Peggy, 524-9800.	MAIN STREET	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 30 2:00 P.M.	PRESS SHOWING OF OSCAR II FALL COLLECTION ORIGINALLY SCHEDULED FOR APRIL 30 AT 2:00 P.M., HAS BEEN CANCELLED. (Showing - May 8 at 10:30 A.M.).		
Tuesday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Mary Kloss, 868-2880. Publ: Eleanor Lambert, MU 8-2130	PAPILLON	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 30 4:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Rene Tixier, 354-1500.	BLASSPORT (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday April 30 5:30 P.M.- 7:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Publicity: Billie Gould, 661-9675. Showing at Hotel Gotham April 29-May 15. Contact: CI 7-2200.	GAGLIANO OF CALIFORNIA (1950 COTNER, W.L.A.)	BLUE ANGEL 125 EAST 54TH STREET
Tuesday April 30 7:00 P.M.	MEN'S FASHIONS AT BENEFIT AUCTION Informal modeling of men's and women's fashions, to be auctioned, for benefit of Good Will Industries. Tickets: \$100.00 per person. Contact: 688-3030.	PLAYBOY MAGAZINE (747 THIRD AVENUE)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Beginning Tuesday April 30	EARLY FALL EVENING AND AT-HOME FASHIONS By appointment. Contact: WI 7-0511.	DAVID MORRIS CO. BY HARRY STRIEBEL	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 1 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO 3-1640.	GLORIA SACHS	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday May 1 11:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Contact: Andrea Basile, PE 6-8867.	FRIEDRICKS SPORT BY BILL AND HAZEL HAIRE	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Wednesday May 1 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: CH 4-4940.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 1 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	JOHN KLOSS	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 1 1:00 P.M.	OPENING OF FALL COLLECTION Also Tues., May 7 at 1:00 P.M. By reservation. Contact: LA 4-0237.	HAROLD LEVINE BY DON BREITINGER	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 1 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO 3-0988.	RODRIGUES (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 1 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: 354-8740.	JIM BALDWIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday May 1 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: WI 7-7457.	KIKI HART BY GEORGE SAMEN	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 1 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: 239-4600.	KASPER FOR JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 1 5:15 P.M.	OPENING OF FALL COLLECTION Press and buyers showing, followed by cocktails with Eva Gabor and Luis Estevez. By invitation. Thereafter in showroom, 530 Seventh Ave., 8th fl. Contact: Ruth Winslow, 221-6655. Publicity: Jody Donohue Assoc., 683-7690.	THE EVA GABOR LOOK BY ESTEVEZ	MFRS. HANOVER-MEZZANINI 530 SEVENTH AVENUE
Thursday May 2 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Beginning Monday May 6 by appointment. Contact: Arthur Sheer, LO 5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS BY BONNIE CASHIN	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 2 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:00 A.M. By reservation. Contact: 594-0030.	MALCOLM STARR BY RIZKALLAH	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 2 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Buyers show at 3:30. Contact: 221-6252.	STEPHEN BURROWS	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 2 1:00 P.M.	OPENING OF FALL COLLECTION Designed by Martin Staehely. By reservation. Contact: Allie Maude, 947-6845.	VICTORIA ROYAL	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 2 2:00 P.M.	OPENING OF COMPLETE FALL COLLECTION Also May 7 at 2:00 P.M. By reservation. Contact: 736-0151.	GENE BERK FOR PAGANNE; GENE BERK FOR PAGANNE TOO	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 2	3:30 P.M., STEPHEN BURROWS (2nd show), 550 7th, 22nd floor, 221-6252.		
Friday May 3 9:30 A.M.	WHOLESALE COLLECTION FOR PRESS AND BUYERS Fashion showing of Holly Harp's first wholesale collection, available to stores across the country. By invitation. Publicity: Barbara Gerard, CI 7-1100, ext. 345. Thereafter by appointment Hotel Plaza, suite 1401-1403. Contact: Jim Harp, (213) 462-6377.	HOLLY HARP (CALIFORNIA)	HENRI BENDEL 2ND FLOOR
Friday May 3 11:30 A.M.	PRESS SHOWING:FALL- WINTER COLLECTION By invitation. Thereafter by appointment. Publicity: 879-4822.	GOLDWORM	1410 BROADWAY SHOWROOM - 20TH FLOOR Judy Guerin, Inc.,
Friday May 3 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Jane Arend, 354-9440.	MARITA BY ANTHONY MUTO	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 6 11:00 A.M.	FALL COLLECTION PRESS SHOWING By invitation. Also at 3:30. Contact: 594-3690. (Until April 1)	CHESTER WEINBERG FOR N.O.W. STUDIO	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
May 6	11:30 A.M., HOUSE OF BRANELL (2nd show), 530 7th Ave., 27th fl, 736-6983		
May 6	1:00 P.M., TEAL TRAINA (2nd show), 550 Seventh, 15th floor, LA 4-3520		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 6	2:30 P.M., LEW PRINCE OF ALDRICH, INC. (2nd show),		530 7th Ave., CH 4-1872
May 6	3:30 P.M., CHESTER WEINBERG FOR N.O.W. STUDIO(2nd show),		205 W. 39th, 594-369C
Monday May 6 4:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Joe Snow, 239-4155.	GIORGIO DI SANT'ANGELO	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 6	5:30 P.M., HELGA (2nd show), Hotel Gotham, private suite,		335-6033
Tuesday May 7 9:30 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: PE 6-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 11TH FLOOR
May 7	10:00 A.M., ADELE SIMPSON (2nd show),		530 7th, 23rd floor, LA 4-7626
Tuesday May 7 10:30 A.M.	PRESS SHOWING: FALL COLLECTION By reservation. Buyers show at 4:30 P.M. Contact: 354-9080.	ILIE WACS	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
May 7	11:00 A.M., MALCOLM STARR (2nd show),		530 Seventh Ave., 20th fl, 594-0030
Tuesday May 7 12:00 Noon	SHOWING OF FALL COLLECTION By invitation. Contact: 279-5012.	MOLLIE PARNIS COUTURE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	1:00 P.M., HAROLD LEVINE (2nd show),		530 Seventh, 21st floor, LA 4-0237
Tuesday May 7 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 279-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 7	2:00 P.M., PAGANNE; PAGANNE TOO (2nd show),		530 7th Ave., 12th fl, 736-0151.
Tuesday May 7 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: David Schneider, 279-9223.	VICTOR JORIS	500 SEVENTH AVE.-5TH FL. CUDDLECOAT SHOWROOM
Tuesday May 7 3:30 P.M.	OPENING OF FALL COLLECTION Also May 14 at 3:30. By reservation. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
May 7	4:30 P.M., ILIE WACS (2nd show),		530 Seventh Ave., 29th fl, 354-9080
Tuesday May 7 4:30 P.M.	SEVENTY-FIFTH ANNUAL FASHION SHOW Show at 5:30 P.M. Tickets: \$5.00. Contact: Fashion Office, 636-3465.	PRATT INSTITUTE (BROOKLYN)	N.Y. HILTON HOTEL TRIANON ROOM
Beginning Tuesday May 7	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Gertrude, PE 6-5547.	HARMAY BY ST. AMOUR	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday May 8 9:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: 239-4600.	KASPER FOR J.L. SPORT	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 8 10:30 A.M.	OPENING OF FALL COLLECTION Press show at 3:00 P.M. By invitation. Also May 14 at 11:00 A.M. (buyers). Contact: Marilyn Pignoni, 524-9350.	OSCAR DE LA RENTA COUTURE & OSCAR II	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 8 12:00 Noon	PRESS SHOWING OF FALL COLLECTION By invitation. Also May 9 at 1:00; May 13 and 15 at 12:00. By reservation. Contact: LW 4-0454.	GEOFFREY BEENE & BEENE BAG	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 8 12:30 P.M. Luncheon	PRESS PREVIEW: FALL MENSWEAR FASHIONS Showing for press and buyers. By invitation. Publicity: Myrna Post at Solters, Sabinson, Roskin, 867-8500.	JACQUES BELLINI (241 EAST 60TH ST.)	ST. REGIS HOTEL ROOF
Wednesday May 8 1:00 P.M.	OPENING OF EARLY FALL COLLECTION By reservation. Continuous thereafter. Contact: 354-0679.	RICHILENE BY JON MANDL	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Wednesday May 8 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 354-7830.	SCOTT BARRIE; BARRIE SPORT LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 8 3:00 P.M.	SHOWING OF FALL COLLECTION By reservation. Contact: Marie Bottone, LO 4-9220.	CHRISTIAN DIOR-N.Y.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 8	3:00 P.M., OSCAR DE LA RENTA (Press show), 550 7th Ave., 11th fl, 524-9350.		
Wednesday May 8 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	CLOVIS RUFFIN (RUFFINWEAR)	PLACE TO BE ANNOUNCED
Thursday May 9 10:00 A.M.	PREVIEW OF FALL BOUTIQUE COLLECTION By invitation. Contact: 473-2352.	HANAE MORI	PLACE TO BE ANNOUNCED
Thursday May 9 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Buyers at 3:00 P.M. Contact: 354-6340.	HALSTON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
May 9	1:00 P.M., GEOFFREY BEENE (2nd show), 550 Seventh Ave., 4th fl., LW 4-0454		
Thursday May 9 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Michele Abruzzo, BR 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 9	3:00 P.M., HALSTON, 550 Seventh Avenue, 14th floor, (buyers show), 354-6340		
Thursday May 9 4:30 P.M.	FALL COLLECTION BY SURJIT AND ADARSH GILL Show at 4:00. By reservation. Contact: Tom Foster, 758-8301; or 249-5639.	SAZ & SAZ BOUTIQUE	42 EAST 57TH STREET SHOWROOM - 4TH FLOOR
May 13	12:00 Noon, GEOFFREY BEENE (3rd show), 550 Seventh Ave., 4th fl., LW 4-0454.		
May 13	FALL HANDBAG MARKET WEEK IN NEW YORK		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 13 3:30 P.M.	FALL AND HOLIDAY SPORTSWEAR & DRESSES By invitation. Contact: Lewis Winter, 989-5384.	MRS. H. WINTER FOR YESTERDAY'S NEWS	115 WEST 23RD STREET STUDIO (6TH & 7TH AVE.)
Monday May 13- May 24	FALL PREVIEW OF JEWELRY COLLECTION Complete Fall collection will open June 3. Contact: Lois Beekman, 628-4257.	CORO/VENDOME	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday May 13	OPENING OF FALL JEWELRY COLLECTION Continuous showings. Contact: Sherry Batrus, 679-6281. Publicity: Stutman Associates, 247-2662.	PETER & PEGGY FOR P.C. DESIGNS	385 FIFTH AVENUE SHOWROOM - SUITE 809
Tuesday May 14 11:00 A.M.	PRESS PREVIEW: FALL '74 By invitation. Contact: Barbara Morch, 594-8400.	LIZ CLAIBORNE FOR YOUTHGUILD	PLACE TO BE ANNOUNCED
May 14	11:00 A.M., OSCAR DE LA RENTA (3rd show), 550 Seventh Ave., 11th fl., 524-9350		
Tuesday May 14 3:00 P.M.	FALL COLLECTION: AT-HOME FASHIONS By invitation. Contact: Joanne Creveling, 586-2377. Thereafter in showroom, 44 East 32nd St., 6th floor. Contact: MU 4-7050.	CLOVIS RUFFIN FOR KEYLOUN, INC.	PLACE TO BE ANNOUNCED
May 14	3:30 P.M., JOHN ANTHONY (2nd show), 550 Seventh Ave., 24th fl., 239-7080		
Tuesday May 14 5:00 P.M.	FIFTH ANNIVERSARY COCKTAIL PARTY By invitation. Contact: Joanne Creveling, 586-2377.	& VICE VERSA	979 THIRD AVENUE 6TH FLOOR
May 14- May 16	INTERNATIONAL LEATHER GOODS SHOW AT HOTEL McALPIN Contact: G. Neuburger, International Trade Shows, 545 Fifth Ave., MU 7-1185		
May 15	12:00 Noon, GEOFFREY BEENE (4th show), 550 Seventh Ave., 4th floor, LW 4-0454		
Wednesday May 15 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION Presenting the entire day-to-night, total wardrobe for Fall 1974. By invitation. Thereafter by appointment in showroom, 205 West 39th, 3rd fl. Contact: 279-9912.	ANNE KLEIN AND COMPANY DONNA KARAN	HOTEL DELMONICO PARK AVENUE & 59TH ST.
Wednesday May 15 4:00 P.M.	OPENING OF FALL PART II COLLECTION Also, May 21 and 23 at 4:00. By reservation. (Press show, by invitation only, Tuesday, May 21 at 2:30). Contact: LO 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 16 11:30 A.M.	PRESS PREVIEW: FURS BY EMERIC PARTOS By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Also, May 21 and 23 at 2:30. By reservation. (Press show, Mon., May 20 at 12:00 Noon at Hotel Pierre, by invitation). Contact: 524-6968.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 20	12:00 Noon, BILL BLASS, PRESS SHOW AT HOTEL PIERRE. By invitation: 524-6968		
May 21	2:30 P.M., TRIGERE PRESS SHOW, 550 Seventh, 16th fl. By invitation: LO 3-1600		

1975

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